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LESSON NINE

Among the many toys to be found in the toy section of any department store, you find that the most popular are those that are painted in bright colors.

Toys are not a passing fancy among children, but have been in vogue since the world began, and will be as long as there are children, and a wonderland, and a golden age on this earth.

For a child is the king of toyland. He reigns supreme in its realm, and will veto all dull painted toys and cheer loudly at the

Some artists of distinction have devised and originated toys that bear the earmarks of ingenuity and owing to this very fact they stand above all others for character of design and pleasing combination of colors.

I have made a study of toys because I found that the new toy has artistic merit as well as commercial possibilities. I might sum up the qualifications of the modern toy in three words: unbreakability, ingenuity, and coloring.

The latter means perhaps more than the

You have by this time gained quite a thorough knowledge of enameling, but there remains yet one detail which you will need in the decoration of toys, and that is FACES. Many of the toys you will decorate for your studio or store will be toys of the doll variety, and it will be necessary for you to know how to put on a complexion, how to put in the eyes, and other features of the face.

"Habit, if wisely and skillfully formed, becomes truly a second nature."—Bacon.

sight of their bright and cheerful neighbors.

So it is child mind that we must appeal to in the problem we have to solve.

The toy of today is a vast improvement on the toy of yesterday. Hand painting with enamel has replaced the "spray" painting used on the old-fashioned cheap toys that would chip off and peel off. In most cases wooden toys have replaced the tin toys of other days.

"If courage is gone, then all is gone."

—Goethe.

two former from a selling standpoint. It has often been said that the cover sells the magazine. Publishers realize it, and do not hesitate to pay hundreds of dollars for a cover that will do justice to and help sell their publications.

It is a safe rule to apply to toys as well. Their appearance and simplicity come first, so we will work on these two points, which appeal most to the child's mind.

I have selected a list of toys, given elsewhere in this lesson, which will prove of value to the toy decorator.

"Success is the child of audacity."

—Beaconsfield.

I shall not state at length the different combinations that may be used in connection with the painting and decoration of toys, for the designs furnished with the toys listed in our Materials Catalog give you specific instructions. A knowledge of the complementary colors will be a great help to you in the selection of a color combination. You will keep in mind that the attention of the buyer will be drawn un-

consciously through a pleasing combination of colors.

As simple as the toy line may seem to the layman, the fact must not be overlooked that it has great possibilities. I am speaking of the great wealth that is in store for the designer of a unique toy. Factories are kept busy making toys of all descriptions,

You have heard of the Tinkertoy, the Kewpie dolls and many others. They have made fortunes for their creators. The Kewpie doll is the creation of an artist, Miss O'Neal. She excelled in the drawing of children. Her work proved popular and sold and became in vogue. Then the idea occurred to her to model the image of one of her character dolls out of clay. The Kewpie doll was born, lived, and her cunning features are familiar to every one.

The Tinkertoy was born over night. Its conception was unique and many toys of the same character were originated. The factory was kept busy from the start, and I

There is a genius lying dormant in every one of us, to be developed and brought forth. Genius has been defined as the infinite capacity for taking pains. Beethoven has rightly said: "The barriers are not yet erected which shall say to aspiring talent 'Thus far and no farther'."

The name to give a doll or toy of your invention is a big factor toward the successful launching of the article. It must be odd and yet easy to remember. The lettering also must show individuality to enable the observant eye to recognize it at a glance. This name and lettering may be registered at the U. S. Patent Office and automatically the name becomes your exclusive posses-

and through observation, I may truthfully say that the plainer the toy, the more popular it will prove. The toy made of wood, enameled, is ever growing in popularity. Toys are patentable, which means that you may create a doll or in fact, any toy and the law will stand back of you, and protect your idea.

"Fearless minds climb soonest unto crowns."—Shakespeare.

know from very reliable sources that the home of the Tinkertoy is kept busy day and night.

I could mention many toys in this class that are in favor and incidentally making the inventors wealthy. This does not apply to toys only. Many useful articles, either decorated or undecorated, have made fortunes for their inventors. A great invention is sometimes the poorer paying one. But an invention or creation that will suit the purse of the masses and be popular will undoubtedly make money for its inventor.

"A little bit of patience often makes the sunshine come."

sion and you may exploit it through advertising or any way you see fit.

The list of primary colors and their complementaries given elsewhere in this lesson, will give you a fair understanding of the color combinations to use in the decorating of toys.

Bright colors may be used to advantage for toys of any description. White will be found very effective, inasmuch as it will help the brilliancy of the color immediately surrounding it or placed upon it.

You will find on Plate 1 a doll of my own design, which I will ask you to trace on a piece of practice board and paint in any

harmonious scheme of colors you wish, or render in the colors suggested on the plate. Indicate all the markings with fine black lines.

The most important feature of any doll decoration is the right tinting and expression to be put on the face. With a little judgment and care a beautiful effect may be produced. For those of my students who have had no previous training in the drawing of faces, I have drawn a few characteristic faces that they may trace and paint according to instructions. (Plate 2.)

A flesh color may be obtained by adding pink and a touch of yellow to white. Care must be taken not to make the flesh color too deep. Immediately after it has been applied to a face the cheek color (rose) should be added. Blend the flesh color and the cheek color together with the tip of a fine brush so that the inside of the cheek color will be darker than the outside. The cheeks of babies and children should be tinted rather low, while those of adults should be tinted near the temples. It will help you to practice blending flesh color and pink on a piece of cardboard before actually painting a face.

Let the flesh color and the rose of the cheeks dry. Then transfer the features of a face. It is a good plan to cut the face out of the tracing paper, and blacken the back of this piece of tracing paper with a soft lead pencil. The paper will then be placed directly over the corresponding face on the practice board in just the proper position, and the transferring of the features may be done with a sharp pointed pencil.

The contour of the face may be indicated by a fine black line or by using a dark tone of flesh color. Two tiny dots of black or red may be used for the nose.

Red will serve as the color for the lips. You will paint the entire shape of a mouth even though this is not indicated on Plate 2.

The pupils of the eyes should be painted blue or brown, with a dot of white on each one for a high-light. This will make the face appear more lifelike. Draw the shape of the eye with a black line. Notice those on Plate 2. Paint the eyebrows and eyelashes (if these are shown) with black or dark brown.

The hair may be shaded with black lines, or, if you prefer, a darker tone of the color of the hair may be used for the shadows, and a lighter tone for the high-lights.

In Plate 2, I am going to let you use your own imagination in applying colors. I am not, therefore, numbering the plate.

As a further help in the painting and decorating of toys, you will refer to the chart below:

Violet is the complementary color of yellow.

Red is the complementary color of green. Orange is the complementary color of blue. These plates when completed will be sent to me for correction and criticisms.

Now, when you have finished these plates, you will have sufficient knowledge and training to undertake any of the toys listed in our catalog of art novelties and artists' supplies. I suggest the following order as one that will give you a good representative stock of toys to start with:

Ducky Nursery Rocker.

Doll's Colonial Bed.

Buster.

Peter Rabbit.

Black Cat Chair.

Alpha Puck.

Tabby.

Jacques André Petit

ALPHAPUCK



Lettering: 9

G.A.P.



Lesson 9 . Pl. 1

THE DOLL— ITS FACE



G.A.P.

Lesson 9

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Plate 2.



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